



**CRYSTAL
AWARDS**



NEXT LEVEL PERFORMANCE

AWARD CATEGORY MOST IMPACTFUL EFFORT TOWARD CORPORATE SOCIAL

RESPONSIBILITY AS PART OF AN INCENTIVE TRAVEL PROGRAM

PROGRAM NAME PRESIDENT'S CLUB

CLIENT ANONYMOUS





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Next Level Performance was tasked by their client, a financial services technology provider, with creating an employee volunteer activity during a March 2023 President's Club trip to the Bahamas.

The activity, the client specified, should strengthen company loyalty, encourage continued strong performance in the weeks and months after the trip, and deepen employee connections.

Importantly, the client also wanted to be sure the activity highlighted its core value to "be the change," and aligned with the company's overarching environmental, social, and governance (ESG) policy that translates their corporate values into meaningful action.

True to their name, Next Level Performance stepped up and delivered an activity that not only strongly met all client objectives, but also resulted in record levels of local community impact.

Next Level worked with a local DMC to identify a community partner, Hands for Hunger, that provides thousands of meals each week to Bahamian families. Rather than simply ask qualifiers to make donations to this partner, however, Next Level came up with a creative twist that had participants humming — literally, in some cases!

Qualifiers and their guests were divided into 50 teams and given 750 cans of food per team to use in crafting sea creature sculptures, reminiscent of their Bahamian location.

All food donations were sourced on-island, which injected funds into the local economy by engaging local grocers— allowing Next Level to maximize the activity budget and ensure as many dollars as possible would

go directly to their nonprofit partner. The group also had a chance to speak with and hear from Hands for Hunger's executive director, who shared more about food insecurity challenges in the destination.

As the activity progressed, the host hotel lawn became dotted with can creatures that had seemingly risen straight from the sea. Teams were made up of employees from every corner of the world who often spoke multiple languages, but the incredible teamwork led to fantastically fun results.

Adding even better cultural touches to the day was a thoughtful inclusion by Next Level Performance of "Rhythm N' Youth," a program that teaches traditional Bahamian music to local children. The youth group performed a "Rake N' Scrape" program during the can-building competition, alongside Rhythm N' Youth's founder.

Through their competition, Next Level's client donated 37,500 cans directly to Hands for Hunger — the largest single donation the nonprofit had ever received. Food was then distributed to 1,000 families in Nassau, Eleuthera, and Andros.

Moreover, many of the qualifiers were so moved by Rhythm N' Youth's performance that they made onsite cash donations to the group and raised over \$1,000 for the band — on top of another financial donation made directly to Hands for Hunger.

These successful collaborations meant Next Level Performance soundly delivered on their goal of showcasing the client's "be the change" mission through standout philanthropy and community engagement efforts — proving to be a truly winning way to deliver a socially responsible incentive travel program!